SWEET JULY

Dotdash meredith

Upload ad files to Quad Ad Shuttle:
https://www.adshuttle.com/Meredith
Select a Publication:
Meredith Premium Publishing 8 1/4" x 10 7/8"
Select an Issue: Sweet July

Magazine Trim Size: 8 1/4" x 10 7/8"
Binding: Perfect Bound

FILE TYPES AND DELIVERY:

- Submit PDF-X1a FILES via Ad Shuttle: https://www.adshuttle.com/Meredith
- For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- Convert any spot colors not intended to print as spot into CMYK. RGB elements must be converted to CMYK.
- Ad creative containing spot color, spot varnish or scent spots should be built as a 5/c file. Contact your portal contact listed below for extra upload directions.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()*&^%$#@!'{}[]|\',;: in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter within bleed safety dimensions on all sides.
- Borders must be a minimum of 3/8" wide within trim, plus 1/8" bleed. Press and bind allowed variance is up to 1/8" in either direction from trim and will result in varying border thickness.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 3/8" away from either side of center or 3/4" total across the gutter.

DOCUMENT SETTINGS Continued:

- For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type with colored background, and line art should not be less than .5 pts (.007") at the thinnest area. Single color type and line art should not be less than .3 pts (.004") at the thinnest area.

PROOFS:

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES:

- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

Material extensions, file specs and ad portal contact:
Chrystian Colin Hernandez
414-622-2888
CCOLINHERNAN@quad.com

AD SIZE	TRIM SIZE	NON-BLEED	BLEED SIZE	BLEED SAFETY
Full Page	8 1/4" x 10 7/8"	7 1/2" x 10 3/8"	8 1/2" x 11 1/8"	7 1/2" x 10 3/8"
Spread	16 1/2" x 10 7/8"	15 3/4" x 10 3/8"	16 3/4" x 11 1/8"	15 3/4" x 10 3/8"